



To Go or Not to Go Buffalo: A Three Part Teaching Case

Elliott Currie & Melanie Lang

Agenda



- Purpose of the case
 - Uses and users
- Background
- 3 Part Decision
 - A
 - B
 - C
- Teaching Implications

Misconceptions

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North America Bison are not Asian Buffalo

Purpose Part A



- Entrepreneurship
- Value Chain Questions with Government involvement
- Diversity in Food and Culture and changing diversity
- Financial Projections very weak
- All in an environment with less than even good information
- Need to make a decision
- Criteria and Decide

Part B

- Committed Money
- Still no cash flow
- No marketing nor sales
- But some interest, maybe a lot of interest
- How do you now affect the value chain from insufficient information and select a “partner”

Part C

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- Revenue is starting, how much can be projected?
- What to do now?
- What do you not know?
- Do not sit still.
- Can you grow the business and how?

Outcomes

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- Integrated decision making
- Financial projections with little info
- Enterprising activities in uncertainty
- Value chain and marketing for those that are not skilled in an area that is critical to survival
- Some times luck is made
- Need to look to expected changes for opportunities



Questions Discussion